



# SHAREHOLDER NEWSLETTER

MARCH 2023



Dear Shareholders

The Board and management of Ambertech are pleased to present the latest shareholder newsletter, packed with information on recent business events. I hope you take the time to catch up on some of the tremendous successes that our hard-working team have achieved.

No doubt by now you will have read our results for the first half of the year and seen that recorded results are down on previous periods. There have certainly been some difficulties with manufacturing timelines, international logistics, and project timelines during that time, however trading in the second half has begun well, and many of these issues have now receded.

Thanks once again for your continued support. We remain confident in the growth strategy of the business, its direction, and our vision for long-term sustainable success.

Robert Glasson

COO, Company Secretary



## BUSINESS ACQUISITION

Ambertech has continued to execute its growth strategy with the acquisition of Convoy International's distribution business in January 2023. Under the agreement Amber acquired the assets of Convoy and merged the operations of Convoy's business into Amber's business.

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Breedlove ECO Collection

## NEW AGENCY ACQUISITION

### July 2022: Breedlove Guitars

Amber Technology is pleased to announce the return of Breedlove Acoustic Guitars to Australia and New Zealand. Musicians can enjoy Breedlove's sustainable sounds with the new ECO and Organic Pro Collections of tonewood guitars.

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Breedlove Organic Pro Collection

### August 2022: KASTA

KASTA Technologies has appointed Amber Technology as the distributor of its modular and tailored range of smart home automation and lighting control solutions.

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### October 2022: James Tyler Guitars

Renowned electric guitar brand James Tyler Guitars have appointed Amber Technology to distribute their range in Australia and New Zealand through Amber's musical instrument (MI) dealer network.

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James Tyler

### January 2023: LEA Professional

LEA Professional, the company behind the audio visual (AV) industry's most innovative power amplifier portfolio, has appointed Amber Technology to distribute its products in Australia.

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### January 2023: Telestream Video Test and Synchronisation Products

Amber Technology, Telestream's Top Performing APAC Partner of 2021 and 2022, distributes the workflow automation, streaming, media processing and cloud services within the Telestream range.

The addition of Telestream Video Test and Synchronisation products expands the Telestream offering in the Media Systems portfolio of video content delivery solutions addressing the market's ever-changing media requirements.

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Telestream Partner Awards 2020 – 2022



Amber Technology and Sonance management teams, including Sonance founder Geoff Spencer, at ISE 2023.

## MAJOR CONTRACT WIN

In December 2022, Ambertech announced that it has been selected by Network 10 to replace their News and Production systems spanning their metropolitan stations.

As part of the upgrade, Amber and key vendors including Avid, EVS, Telestream and Haivision will configure an extensive range of user workflows with supporting software and hardware solutions that include centralised media storage, content management and file orchestration, newsroom control software, media ingest and file manipulation, editing and playout systems infrastructure.

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## RECENT AWARDS

### Connected Most Popular Awards

Winner in 14 Connected Most Popular Awards categories, including Most Popular Residential, Commercial and New Zealand Distributors for the third year in a row. The team is honoured to be recognised by our customers and industry colleagues.

- Residential Distributor
- Commercial Distributor
- NZ Distributor
- Architectural Loudspeaker (commercial) - Sonance
- Architectural Loudspeaker (residential) - Sonance
- Invisible Loudspeaker - Sonance
- Acoustic Treatment - Primacoustic
- Mixer- Australian Monitor
- PA System - Australian Monitor
- Universal Remote Control - RTI
- Digital Modulator - Williams AV
- Hearing Loop - Williams AV
- Electronic Whiteboards - Newline
- Rack Cooling Systems - AC Infinity

### Telestream Partner Awards 2020 – 2022

Best Performance Partner Asia Pacific for Media Processing and Workflow Automation.

## MANAGEMENT CHANGES

At the end of 2022, our General Manager Integrated Solutions Richard Neale retired from Amber Technology after 8 years of service, which was preceded by many years in the AV industry. To ensure a smooth transition for the business and our customers, the new General Manager Nathan Brady joined Amber prior to Richard's departure for a comprehensive and managed transition.

Nathan joined Amber from CMI Music and Audio, where he was the Vice President of Sales and Marketing since 2018, achieving sales success, enhancing supplier relationships, and managing a successful team across several disciplines. Nathan's experience, industry knowledge and enthusiasm will see him making a strong, long-term contribution in the specialist hifi, residential and commercial install markets across Australia and New Zealand.





MILCIS



MET EXPO



Hi - Fi SHOW



Flagship AV Showcase

## 2022 TRADE EVENTS

Our teams were involved in events during 2022, reconnecting with customers and industry colleagues at both trade shows and events organised by Amber Technology. Attendance at events in general has been strong with the industries keen to reconnect, network and find out what's new.

### DLES

The DLES team participated in several trade events in 2022 that brought them in front of key customers and prospects from all areas of defence as well as emergency services and critical communications, giving them the opportunity to demonstrate our capabilities with Silvus Technologies and related products.

Shows the DLES team participated in included MilCis (Military Communications and Information Systems) Conference and Expo, Indo Pacific International Maritime Exposition, Land Forces International Land Defence Exposition, ANZ Intelligence Forum (ANZIF), and AFAC (Australasian Fire and Emergency Services Council) exhibition, and Comms Connect.

### Media Systems

Event activities for our Media Systems team included trade shows Media +Technology (MET) Expo and Australian Broadcast Exhibition (ABE) Show, an ABE networking event, and a co-hosted Avid key partners and customers event.

The team met with key contacts from all of the major broadcasters at these events and were able to demonstrate our capabilities in the broadcast and media market. Key manufacturer partners joined us at these events.

### Professional Products

Due to ongoing disruption and COVID recovery in the live performance and pro sound markets there was only one event for our Pro team – ENTECH Roadshow, which covers three major cities with a series of one-day events. ENTECH allowed us to reconnect with sound, vision and staging equipment trade buyers, specifiers and users.

### Integrated Solutions

Across all three areas of our Integrated Solutions portfolio (Commercial Install, Residential Install and Specialist Hi Fi), our team was kept busy with numerous events throughout the year. A Residential Roadshow across the country and the CEDIA Tech Summit connected our residential install customers with our team; Specialist Hi Fi was well represented at the StereoNet Hi Fi Show; and the Commercial Install team participated in our Flagship AV Showcase, Integrate, AETM and Stage Qld Technical Managers Conference.



Integrate



## CASE STUDIES

### BARED FOOTWEAR

#### Retail audio solutions

The fitout of Bared Footwear's Sydney Flagship store included an audio system built with Renkus Heniz, Xilica, Sonance Professional, JTS Microphones and MC<sup>2</sup>.

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### EAST HOTEL

Canberra's East Hotel invests in high brightness Digital Projection for foyer signage.

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### MACQUARIE UNIVERSITY

Yamaha ADECIA ceiling mics help turn Macquarie Uni spaces into hybrid teaching rooms.

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### SYDNEY MOTORSPORTS

Sydney Motorsport Park turbocharges its public address and AV systems with Australian Monitor, One Systems, and Xilica.

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### WEST COAST HI FI JOONDALUP

Primacoustic Absorber Panels help solve and transform West Coast HiFi Joondalup's retail customer experience.

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Bared Footwear



East Hotel



Macquarie University



West Coast HiFi Joondalup



Sydney Motorsports



Bared Footwear



Bared Footwear